


# **RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
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December 1, 1997

 **E-Mail**

A. LENNON / #1310 PHILADELPHIA  
S. VESCHIO / #1710 PITTSBURGH

**Doral Promotions: B2G1F (#800017) and B1G1F (#800018)**

Hi Audrey and Shellie:

Based on our Regions working different Doral promotions for February, I have made the following adjustments in BPE (N31) for the above promotions:

<u>ROU</u>	<u>Chain Name</u>	<u>Direct Account</u>	<u>Number of SKUs Per Store</u>	
			<u>Worked by Regions 13XX and 17XX B2G1F (#800017)</u>	<u>Worked by Region 16XX B1G1F (#800018)</u>
1310	A-Plus	McLane NE	1	0
1310	Hess	McLane NE	1	0
1310	Coastal Mart	McLane NE	2	0
1310	Independent Accts	Jos. Stomel	Per Template	0
1710	Country Fair	McLane NE	Per Template	0
1710	Region 16XX Chains and Independents	Fleming/ 276331	0	Per Template

If any other changes or adjustments are required please contact me ASAP as our deadline is Friday, 12/5. Also, per my Voice Mail this date, please 'O' out any of your Region chains serviced by McLane NE (#375878) and Tripifoods (#649920) that have been allocated SKUs for our *Doral B1G1F* (#600018).

Thanks for your help (this is a 'large' pain!!).

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
L. E. MacWilliams

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R. J. REYNOLDS TOBACCO COMPANY  
BUSINESS PLANNING AND EXECUTIONPAGE: 1  
DATE: 97-12-01  
TIME: 03:58 PMPROMOTION : 800017 DORAL CONV/GAS-B2G1F - FEB '98 PROMOTION SUMMARY REPORT  
DRIVE PERIOD: 80200

	NO OF ACCOUNTS	SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
16XXXX 16 BUFFALO REGION					
VAP					
CHAIN	1,788	2,009	42,189		
INDEPENDENTS	1,493	2,325	48,825		
VAP TOTAL	3,281	4,334	91,014		
NON-VAP					
CHAIN	94	102	2,142		
INDEPENDENTS	228	270	5,670		
NON-VAP TOTAL	322	372	7,812		
TOTAL CHAINS	1,882	2,111	44,331		
TOTAL INDEPENDENTS	1,721	2,595	54,495		
TOTAL ACCOUNTS	3,603	4,706	98,826	TOT COMMITTED:	98,826
				TOT REMAINING:	98,826-

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